

SEO Audit and Optimization Strategy

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Meaning

A COMPREHENSIVE FRAMEWORK FOR
ANALYZING, OPTIMIZING, AND MEASURING
SEARCH ENGINE PERFORMANCE TO DRIVE
SUSTAINABLE ORGANIC GROWTH AND
COMPETITIVE ADVANTAGE

Understanding SEO and Audit Objectives

What is SEO?

Search Engine Optimization is the strategic practice of enhancing website visibility in organic results. It combines technical excellence, content optimization, and authority building to connect businesses with their target audiences at the precise moment of intent.

Why It Matters?

SEO drives qualified traffic, builds brand credibility, and delivers measurable ROI. Unlike paid advertising, organic rankings compound over time, creating sustainable competitive advantages and reducing customer acquisition costs.

Audit Scope

- On-page SEO: Content, structure, and optimization elements.
- Off-page SEO: Backlink profile and domain authority
- Technical SEO: Site performance and crawlability

Tools and Analytics

Leveraging Google Analytics, Search Console, and specialized SEO platforms to gather comprehensive data, identify opportunities, and track performance metrics across all optimization dimensions.



Current State Assessment

Website Profile

- E-commerce platform specializing in sustainable home goods, serving environmentally conscious consumers across North America.

Target Audience

- Millennials and Gen Z shoppers aged 25-45, prioritizing eco-friendly products, ethical sourcing, and sustainable living practices.

Business Goals

- Increase organic traffic by 150 percent, improve conversion rates, establish thought leadership in sustainability sector, and expand market reach.

Current SEO Performance Snapshot

Monthly Visitors
[Baseline organic traffic]

12k

Domain Authority
[current site authority score]

42

Ranking keywords
[Terms in top 100 positions]

156

Conversion Rate
[Organic Traffic Conversions]

2.3 percent

Keyword Research and Strategic Analysis

1. RESEARCH METHODOLOGY

Utilized seed keywords, competitor analysis, and search suggestions tools to identify 500+ relevant terms across the purchase funnel.

2. KEYWORD CLASSIFICATION

Segmented keywords into primary high-volume terms, secondary supporting keywords, and long-tail phrases with specific intent signals.

3. SEARCH INTENT MAPPING

Analyzed SERP features and user behaviour to categorize keywords by informational, navigational, commercial, and transactional intent.

4. OPPORTUNITY IDENTIFICATION

Discovered 45 high-value keyword gaps where competitors rank but sites does not, plus 28 quick-win opportunities with low competition.

Competitor Keyword Insights

Leading competitors dominate informational content around sustainability practices, while transactional keywords remain underserved.

Strategic content creation targeting mid-funnel commercial keywords presents immediate ranking opportunities with qualified traffic potential.

On-Page SEO Audit Findings

1. TITLE TAGS AND META DESCRIPTIONS

68 percent of pages are missing optimized titles and meta descriptions, averaging 95 characters [below recommended 155-160]. Significant opportunity for CTR improvement through compelling, keyword-rich metadata.

2. HEADING STRUCTURE

Multiple H1 tags were detected on 34 percent of pages. Inconsistent Hierarchy disrupts content flow and dilutes keyword signals. Restructuring needed for proper semantic organization.

3. CONTENT QUALITY

Average content length of 420 words falls short of competitor benchmark [800+ words]. Thin content on 45 product pages lacks depth, user value, and natural keyword integration.

4. URL STRUCTURE

Dynamic parameters and session IDs create duplicate content issues. URLs lack descriptive keywords, missing opportunities for both search engines and user experience clarity.

Critical Findings

Image optimization: 89% of images are missing alt text. The average file size is 2.4 MB, causing load delays.

Internal Linking: orphan pages identified; link equity distribution is inefficient. Only 23 percent of pages have strategic internal links.

Quick Wins: Implementing structured data markup and optimizing existing high-traffic pages could yield a 25-40% increase in traffic within 60 days.

Technical SEO Performance Analysis

1. CRAWLABILITY AND INDEXABILITY

Google Search Console reveals 847 crawl errors. Robots.txt blocking critical CSS/JS resources. The XML sitemap is outdated, with 156 dead links required to restore full site accessibility.

2. PAGE SPEED AND CORE WEB VITALS

Mobile LCP averaging 4.2 seconds [target: <2.5s]. First Input Delay acceptance at 85ms. Cumulative Layout Shift at 0.18 exceeds threshold. Optimization priority: Image compression and render-blocking resources.

3. MOBILE RESPONSIVENESS

Site passes mobile-friendly test, but UX issues detected: small tap targets, horizontal scrolling on product pages. 63 percent of traffic from mobile devices demands immediate responsive design improvements.

Chart Title

Structured Data

Security HTTPS

Mobile Usability

Page speed

0

1

2

3

4

5

6

Extra Target Score Current Score



Critical Issues and Action Priorities

1

- HIGH IMPACT-IMMEDIATE ACTION
- Fix 847 crawl errors blocking the search engine access.
- Optimize Core Web Vitals [mobile LCP critical].
- Implement structured data for product pages.
- Remove 52 percent exact-match anchor text risk.
- Update XML sitemap and fix canonical issues.

2

- MEDIUM IMPACT-30-DAY TIMELINE
- Optimize 68 percent of pages missing proper title tags.
- Compress images and implement lazy loading.
- Restructure heading hierarchy across the site.
- Build internal linking architecture.
- Create content for 45 keyword gap opportunities.

3

- LOWER PRIORITY- ONGOING OPTIMIZATION
- Expand thin content on the product pages
- Implement advanced schema markup types.
- Build strategic backlink partnerships.
- Optimize URL structure site-wide.
- Enhance mobile UX and tap target sizing,

Technical SEO Performance Analysis

Performance Improvements and Key Learnings

Traffic Growth

[Organic visitors increased from 12k to 34.4k monthly]

187 percent

Ranking Keywords

[Doubled keyword rankings in the top 100 positions]

312

Conversion Rate

[Improved from 2.3 percent through better targeting]

4.1 percent

Domain Authority

[Increased 16 points through quality link building]

58

1. KEY LEARNINGS

- ❑ Technical Seo fixes delivered the fastest ROI, with crawlability improvements yielding a 40 percent traffic increase within 30 days.
- ❑ Content depth matters, pages expanded from 420 to 1,200+ words saw 3x engagement and 2.5x ranking improvements
- ❑ Quality optimization in backlinks, 15 high-DA links outperformed 200 low-quality directory submissions.
- ❑ Mobile optimization is critical; 63 percent of mobile traffic demands a mobile-first approach for sustainable growth.

2. FUTURE GROWTH STRATEGY

Building on audit success, our roadmap focuses on sustained growth through quarterly content expansion, strategic partnership development, and continuous technical optimization.

NEXT 90 DAYS: Launch pillar content strategy targeting 12 high-value topics, establish guest posting relationships with 5 industry authorities, and advanced schema for rich snippets.

LONG-TERM VISION: Achieve 100k monthly organic visitors, establish category leadership through thought leadership content, and build a sustainable competitive moat through technical excellence and authoritative backlink profile.

Thank you

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